



## **PRESS CREDENTIALS**

Wisconsin Fashion Week's Press Credentials are available to reporters and photographers employed by a trade publication, mainstream media outlet (newspaper, radio, television, etc.), blogs and online magazines or working on a freelance project.

This working credential is issued by Moe Publicity to the accredited organization for the sole purpose of providing venue access to the bearer who has a legitimate media working function in connection with the 2009 Wisconsin Fashion Week for which this credential is issued. To be considered for Press Credentials, you must complete and submit the attached Application Form.

Wisconsin Fashion Week Press Credentials provide access to specified events. Press Credentials do not automatically include permission for access of backstage. Moe Publicity thereby reserves the right to determine which level of access is granted to the requestor.

Photos taken at Wisconsin Fashion Week events/parties are only authorized for publication of the media outlets listed on the following application. Moe Publicity reserves the right to determine the eligibility of applicants for Press Credentials.

In consideration of receiving Wisconsin Fashion Week Press Credentials, applicants expressly agree that:

- 1) Press Credentials may be taken away at any time.
- 2) The bearer assumes all risk in case of accident.
- 3) It must be worn fully exposed at all times.
- 4) The bearer will report the loss or theft of Press Credentials to Moe Publicity.
- 5) Bearer agrees that he/she will not copy Press Credentials nor will he/she share with others Press Credentials issued in his/her name.
- 6) Photographers have 10 working days to submit photos to Moe Publicity.
- 7) Reporters will provide copy of story within 10 working days of the story being broadcasted.

The number of Press Credentials is limited and applications will be reviewed on a first-come/first served basis. Credentials will be available at will-call. To receive consideration, please return your application in electronic format no later than May 15 to:

Kristi Moe  
Event Producer  
media@wisconsinfashionweek.com



## APPLICATION FOR PRESS CREDENTIALS

Name:

Title:

Organization/Media Outlet:

Type of Media:

Address:

Email:

Phone:

Editor's Name/Contact:

Story Deadline:

Brief description of your assignment (including interview requests, description of pics need, i.e. party style, candid, runway):

I hereby certify that all entries on this application are true and complete, and I agree and understand that any falsification of information herein, regardless of time of discovery, may cause forfeiture on my part to press credentials for Wisconsin Fashion Week.

Signed \_\_\_\_\_

Date \_\_\_\_\_